

ABSTRACT OF THE DISCLOSURE

90 A method of banking video frames associated with links, includes the steps of
associating multiple links with a video frame in a series of video frames, each of the links
having information associated therewith, selecting and banking the video frame from
among the series of video frames; and selecting and displaying the frame in connection
with representations of the links. The method may further include a step of selecting one
95 of the links and displaying the information associated therewith. In one embodiment, the
links may be lead ins for an advertisement such as a telescoping advertisement, they may
be purchase opportunities, they may be opportunities for coupons, or other interactive
activities. An apparatus for performing the method includes a set top box with memory,
a processor, and a digital converter for converting digital video images into suitable
100 picture images. The apparatus stores the selected frame either locally or at a network or
head-end. Banking frames can be done with a standard remote control using the up,
down, left and right arrow keys to navigate the screen, and the select or enter key to
perform the storage function, or by adding a key or keys, such as "bank", "click" or
"store" to perform the storage function.